



One World Flowers

**UNM Self Employment Fair
Alaina Paradise**

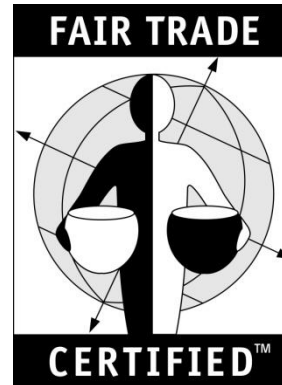
Background



- About me and One World Flowers
- Flowers Worldwide
 - 80% of cut flowers sold in the US come from outside the country
 - 90% of floral workers worldwide are women
 - Socio-economic issues
 - Human rights abuses
- Fair Trade Certification
 - Living wages
 - Human rights protection
 - Equal opportunities
 - Environmental protection



Fair Trade Business Model



- **Paying a fair price**
- **Transparency in the supply chain**
- **Labeling/branding correctly**

- **Human rights compliance**
- **Environmental standards**
- **Paying fair wages & benefits**

Logistics: How it Works



Tuesday:

Flowers are cut and delivered to FedEx

Flowers arrive in Miami

Wednesday:

Flowers arrive at FedEx Center in Memphis

Thursday:

Flowers arrive at customer's location by 10:30 a.m.

In the Beginning...



- **Starting a business for self-employment**
 - Choosing a Legal Form
 - Small Business Development Center (CNM)
 - Online Information
 - Consult a financial planner
 - The Debt Dilemma
 - Cash – personal or family
 - Bank loans
 - ACCION / Microfinance
 - Cash Flow Planning
 - Understand your revenue and expense cycles

In the Beginning...



- Things you need
 - Business & Marketing Plan
 - Budget
 - Phone and website
- People you need
 - Attorney
 - Accountant
 - Financial Planner
 - Insurance

Important Questions



- What are your goals and why?
- How are you going to pay your bills?
 - Can you work AND grow your business?
 - Do you have family support?
 - Do you have savings?
 - What is your monthly “burn rate”?
- What about health insurance? Retirement planning?
- How quickly can the business become self-sustaining? What will that take?

My Answers



- Goal: Eventual self employment that frees me to make a bigger impact in the world through the work that I do.
- Paying Bills:
 - Work full time, run the business virtually from my iPhone
 - Initial investment of \$15,000 @ 6%
 - Burn Rate ~ \$1,500
- Health & Retirement: Full time job with eventual switch to One World Flowers
- Self Sustaining: From day 1 (no additional debt)

State of the Business



- 145% increase in sales 2009
- 39% increase in sales 2010
- Wholesale Market
 - Cooperative markets and natural food stores
 - Florists
 - Large untapped market
- Individual Market
 - No competition
 - Entering for Mother's Day 2011!

Challenges



- Consumer Awareness
 - High price sensitivity
- Relationships with the farms
 - Fair Trade Licenses
 - Volume & Customer Service
- Logistics
- Competitors



Impacts



- 10% of purchase price pays Fair Trade Premiums
 - On-site Preschool
 - Scholarships
 - Microloans
 - Development courses
- 10% of gross profits are donated to human rights causes



Impacts





One World Flowers

Thank You and Best of Luck!